



Bloomington Honored for its Savvy Communications

City Brings Home Five Awards from National Competition

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Contact: Janine Hill
Communications Administrator
(952) 563-8819
jhill@ci.bloomington.mn.us

Bloomington, MN— Bloomington is a five-time national communications award winner in this year's City-County Communications and Marketing Association (3CMA) Savvy Awards contest in Scottsdale, AZ. Of those awards, four were 3CMA's first-place prize – the Savvy award. Bloomington lead the competition, as no other city or county received as many first-place awards; Orange County Parks, CA, and Grand Prairie, TX, were close with three Savvy awards each.

Bloomington Today was recognized with the prestigious Savvy award in the category of TV and Video News Programming. Judges said the cable television news show was "a quality, very watchable, engaging production." "Great job and congrats!" the judges said. This was the first time that Bloomington Today has received 3CMA's top award.

The City brought home two awards in the category of Printed Publications. The *Insider* received the Savvy award in the internal newsletter category. In their comments, judges cited the "great use of pictures and working them into the layout!" "Very well done," they said. For nearly a decade, the *Insider* has dominated the internal newsletter category at the Savvy awards with seven first-place awards and nine awards overall.

The *Briefing* was honored with the Award of Excellence (3rd place) in the external newsletter category, its seventh award in this competition. Judges called the *Briefing* “eye catching with just the right amount of content that would keep people interested.” They noted how Bloomington “understands the importance of putting ‘faces’ to City employees and volunteers, and how the *Briefing* “tells the story of City services through its people.” “The text is easy to read, with just the right amount of graphics,” the judges said. “This City truly ‘gets it’ on what it takes to produce a high quality newsletter that captures – and keeps – people’s attention. Great work.”

The *Corporate Report to the Community 2012* was highly praised with two Savvy awards this year – one in the category of Annual Reports and one in the category of Graphic Design. Judges commented that the report had excellent design and photography. They said, “Fantastic report; one of our favorites!” Judges commented that “the layout was exceptional, pictures were nicely used and the big graphics help keep the large amount of information engaging to the reader.”

This year’s contest drew 500 entries in 30 categories from around the country. The 3CMA Savvy awards recognize the best in local government achievements in communications, public-sector marketing and citizen-government relationships. The winning entries have created best practices in communications and have served as the benchmark for all local government communication efforts.

Bloomington has captured awards in this prestigious national competition every year since 1999, for a total of 33 awards.

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